

MAY 21 1924

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BROADWAY OR BUST

Photoplay in six reels

Story by Edward Sedgwick

and Raymond L. Schrock

Directed by Edward Sedgwick

Author of the Photoplay (under section 62)
Universal Pictures Corporation of U.S.

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"BROADWAY OR BUST"

Universal-Gibson Production

Starring HOOT GIBSON

DAVE HOLLES and Virginia Redding, residents of a little cattle town in the West, have been sweethearts since school days and all their neighbors of town and range expect them to wed, but Virginia is left a fortune and decides that she should seek a higher social sphere. At a dance given on the eve of her departure for New York she tells Dave of this decision and his heart is nearly broken.

Comes the day when Dave sells his run-down ranch for \$1,000,000. There is radium on it, but he does not know it until after the sale. He decides to go to New York, taking his friend Jeff Peters with him, so they order lavishly from a mail order house and set forth.

In New York they ride to the hotel

on their favorite horses and by extraordinary expenditure obtain a suite for the horses in the best hotel in the city. The publicity caused by this attracts the attention of a society woman seeking a new sensation for her guests and they are invited to an afternoon tea.

There Dave finds Virginia, but "hightones" her. Later both are on a yachting party and Dave shows her that he is a real man; at the same time she realizes the true measure of some of those she has met in search of social preferment.

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